

CONCURRENT EVALUATION
MBA - SEMISTER IV
MARKETING SPECIALISATION
SUBJECT: MARKETING STRATEGY (404)
Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

1. The subject is evaluated on the basis of the following components

Component No	Component	Marks	Submission Date
1	Research Project	50	15 th March 2025
2	Scrap Book	50	15 th March 2025
3	Open Book Test / Term Paper	50	As per internal exam schedule

DIMR

Component No	Research Project	Submission Date :
1		15 th March 2025

Strategic Analysis and Marketing Plan for the Indian Gaming Industry

Overview: The gaming industry in India has witnessed rapid growth in recent years, fueled by factors such as increased smartphone penetration, internet accessibility, and the rising popularity of esports. In this project, you will conduct a strategic analysis of the Indian gaming industry and develop a comprehensive marketing plan for an organization operating within this dynamic sector. This assignment aims to enhance your understanding of marketing principles and their application in the Indian gaming market landscape.

Assignment Tasks: (Prepare a report in MS WORD & presentation in MS POWERPOINT / CANVA)

1. Indian Gaming Industry Research:

- Investigate the current state of the gaming industry in India, including market size, trends, and growth projections.
- Identify key players, popular gaming genres, and emerging technologies shaping the Indian gaming landscape.
- Analyze regulatory frameworks, cultural factors, and consumer preferences influencing gaming trends in India.

2. Organization Selection and Preliminary Analysis:

- Choose an organization involved in game development, publishing, or distribution with a significant presence in the Indian market.
- Provide an overview of the organization's background, product portfolio, and competitive positioning in India.
- Evaluate the organization's strengths and weaknesses relative to its competitors in the Indian gaming industry.

3. Comprehensive Analysis of 7Ps & STP:

- Utilize the 7Ps framework to assess the organization's marketing strategies in the Indian market context.
- Apply segmentation, targeting, and positioning (STP) strategies to understand the organization's approach to different segments of Indian gamers.

4. Game Analysis and Skills Development:

- Select a popular game developed or published by the chosen organization, focusing on its appeal to Indian gamers.
- Conduct a detailed analysis of the game's features, gameplay mechanics, and market positioning within the Indian gaming market.
- Identify the skills and competencies that players can develop through gameplay, catering to the preferences of Indian audiences.

5. Customer Segmentation and Market Analysis:

- Segment Indian gamers based on geographical location, demographics, and psychographics to understand market dynamics.
- Estimate the size of the user base for the selected game in different regions of India and assess market penetration strategies.
- Identify cultural factors and gaming trends driving growth in the Indian gaming industry and their implications for the organization's marketing strategies.

6. Marketing Plan Development:

- Develop a comprehensive marketing plan tailored to the organization's objectives in the Indian gaming market.
- Design targeted promotional campaigns, localization strategies, and strategic partnerships to enhance market share in India.

- Incorporate digital marketing tactics, influencer collaborations, and community engagement initiatives to amplify brand presence among Indian gamers.

7. Competitive Analysis:

- Conduct a thorough analysis of competitors within the Indian gaming industry, focusing on their strategies, strengths, and weaknesses.
- Identify opportunities for the organization to differentiate itself and gain a competitive advantage in the Indian market.

8. Technological Trends and Innovation:

- Explore emerging technological trends in the Indian gaming industry, such as mobile gaming, virtual reality (VR), and augmented reality (AR).
- Assess the organization's readiness to leverage these technologies to enhance gaming experiences and attract Indian gamers.

9. Sustainability and Corporate Social Responsibility (CSR):

- Evaluate the organization's CSR initiatives in India and their alignment with sustainability goals.
- Develop strategies to integrate sustainability principles into the organization's marketing efforts, enhancing brand reputation and consumer loyalty among Indian gamers.

Submission Guidelines:

A. Report in MS WORD:

- Structure your report logically with clear headings, subheadings, and formatting for readability.
- Include relevant research findings, analyses, and strategic recommendations.
- Provide citations and references to support your arguments.

B. Presentation Slides:

- Create a visually appealing presentation summarizing key findings and recommendations.



DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

- Present highlights from the research report, strategic analysis, and marketing plan in a concise and engaging manner.

Evaluation Criteria:

1. Depth of research and analysis conducted on the Indian gaming industry and the selected organization.
2. Clarity and coherence in presenting findings and recommendations.
3. Application of marketing frameworks such as the 7Ps and STP to the Indian market context.
4. Creativity and feasibility of the proposed marketing strategies tailored to the Indian gaming market.
5. Adherence to submission guidelines and professionalism in presentation.

Submission Instructions:

- Name your files as: MS404 <Student Full Name>.
- Submit the report in **MS Word format** and the presentation slides in **MS PowerPoint** or Canva.
- Email your submission to: **drmanishajagtapdimr@gmail.com**
- Submit the **hard copy(Printout)** of the assignment by the specified deadline.

Submission Deadline: 15th March 2025

This assignment offers an opportunity to delve into the dynamic Indian gaming industry and apply strategic marketing concepts to real-world scenarios. Ensure thorough research, critical analysis, and innovative thinking to develop a comprehensive marketing plan that drives success in the Indian gaming market.

DIMR

Component No	Marketing Scrapbook	Submission Date :
2		15th March 2025

Marketing Scrapbook: Exploring Strategies in the Indian Market

Objective: This assignment aims to provide students with a creative and visual way to understand and explore various aspects of marketing strategy as outlined in the syllabus. Students will design a marketing scrapbook that highlights key concepts, principles, and strategies discussed in the course, with a focus on real-world applications in the Indian market.

Assignment Tasks:

1. Introduction to Marketing Strategy:

- Design a visually engaging page that introduces the concept of marketing strategy, including its levels, principles, and the difference between strategic and tactical marketing.
- Include images, diagrams, and brief descriptions to illustrate key points.

2. Marketing for Customer Advantage & Value Creation:

- Create a section dedicated to customer value leadership and the business model, showcasing examples of companies that excel in delivering value to customers.
- Design pages highlighting the importance of customer insights, tools for innovating new values for customers, and strategies for managing customer experience and profitability.

3. Pricing – The Ultimate Marketing Strategy:

- Design a spread focusing on pricing excellence and various pricing models, such as the pricing maturity model and transformational model.
- Include visuals and examples to explain centralized versus decentralized pricing options, pricing capabilities, and strategies for competing against low-cost rivals.

4. Vibrant Scope of Marketing Strategy:

- Create sections dedicated to different marketing strategies, such as account-based marketing, data-driven marketing, and digital marketing etc.
- Design pages exploring relationship marketing, experiential marketing, inbound marketing strategies, and multilevel marketing.

5. Executing Marketing Plan:

- Develop pages discussing the formulation and reformulation of marketing strategies, emphasizing the importance of the control process.
- Design sections where students present marketing plans for industries such as Ed-tech, Automobile, Banking & Insurance, FMCG, and Food & Beverage.

Submission Guidelines:

- Students will design a physical and a digital marketing scrapbook that includes all assignment tasks.
- The scrapbook should be visually appealing, well-organized, and effectively communicate key marketing concepts and strategies.
- Proper labeling, captions, and explanations should accompany each page or spread.
- Submit the completed scrapbook by the specified deadline.
- While submitting the physical scrapbook, ensure it is neatly organized and presented.
- While submitting a digital presentation, save it in PDF format and ensure readability and visual appeal.
- Include your name and subject on the cover or first page of the scrapbook.

Submission Deadline: 15th March 2025

Evaluation Criteria:

- Creativity and originality in scrapbook design and layout.
- Clarity and coherence in presenting key marketing concepts and strategies.



DNYANSAGAR INSTITUTE OF MANAGEMENT AND RESEARCH

- Relevance of examples and case studies used to illustrate concepts.
- Adherence to the assignment tasks and submission guidelines.
- Overall effectiveness in conveying insights into marketing strategy in the Indian market.

Through this assignment, students will have the opportunity to demonstrate their understanding of marketing strategy concepts while showcasing their creativity and design skills. The marketing scrapbook will serve as a visual representation of their knowledge and insights into marketing practices in the Indian market.

Component No	Open Book Test / Term paper	Date
3		As per internal exam schedule

DIMR